

DULUTH

LOVE IT LIKE WE DO



2023
YEAR IN REVIEW



WELCOME IN

2023 was a strong year for the tourism industry in Duluth. We made major strides in boosting visitation, showcasing variety, spreading visitors throughout the community and showing Duluth as a welcoming destination to all.

This report details some of our most important success tracking metrics, plus dozens of stats on economic impact, media reach, marketing results, visitor engagement and more. Enjoy!

HIGHLIGHTS

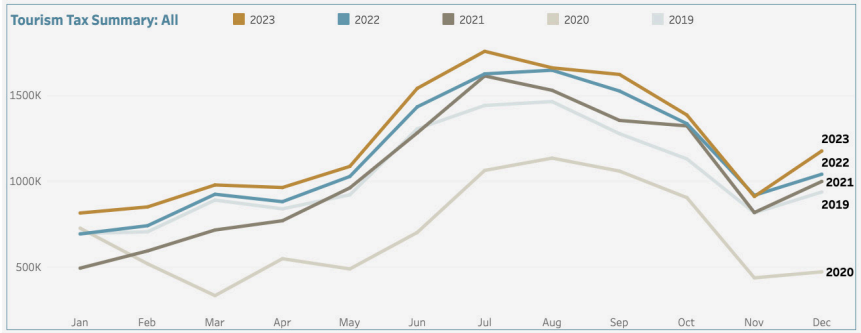
- ◆ Record-breaking tourism tax revenue
- ◆ +9% YOY visitation at Duluth Attractions Council businesses
- ◆ Duluth led Minnesota in revenue per available room – *Explore MN Tourism Dec Report*
- ◆ 2023 Explore Minnesota Recipient for Creating a Welcoming Experience Award
- ◆ 2023 Explore Minnesota Finalist for One Minnesota Award

ECONOMIC IMPACT & LODGING DATA

\$14,741,493
 TOURISM TAX REVENUE YTD (Record High)

+6.9%
 vs 2022

+18.7%
 vs 2019



HOTEL INDICATORS (STR)

58.8%
 OCCUPANCY
 vs: **59.6%** in 2022
 vs: **61.3%** in 2019

764,902 ROOMS SOLD
 DEMAND
 down **0.7%** vs 2022
 down **0.4%** vs 2019

\$130M
 REVENUE*
 +**5.0%** vs 2022
 +**23.6%** vs 2019

HOW DID WE DO COMPARED TO THE REST OF MINNESOTA?

Pretty great! Here's how we stacked up in hotel data.**

DULUTH HOTEL OCCUPANCY: **58.8%**

MINNESOTA HOTEL OCCUPANCY: **55.9%**

DULUTH 2023 ADR (Average Daily Rate): **\$170**

MINNESOTA 2023 ADR: **\$129**

DULUTH 2023 RevPAR (Revenue Per Available Room): **\$99.93**

MINNESOTA 2023 RevPAR: **\$72.01**

*Inflation rate for United States in 2023 was 3.4% – U.S. Labor Department

**Note: Explore MN changed its reporting metrics at the end of the year, so we are unable to compare Demand and Revenue.

VISITATION DATA

ARRIVALIST DATA*

+24.5%

TOTAL TRIPS
TO DULUTH
(2023 vs 2022)

+3.4%

OVERNIGHT TRIP
SHARE
(2023 vs 2022)

+5.8%

AVERAGE LENGTH
OF STAY
(2023 vs 2022)

21 of 23

NEIGHBORHOODS SAW
POSITIVE VISITATION GROWTH
(2023 vs 2022)

PAID MEDIA RESULTS

88,792,307

TOTAL IMPRESSIONS

9.4%

INTERACTION RATE

0.2%

CONVERSION RATE

TRAVEL INTENT DISPLAY DROVE...

- 2,679 hotel night stays
- 17:1 return on spend

EXPEDIA PLACEMENTS DROVE...

- 10,097 room nights booked
- 35:1 return on spend

PRICELINE PLACEMENTS DROVE...

- 712 hotel bookings
- 9:1 return on spend

*Arrivalist is a leading travel industry software platform that uses location information from devices to track travel movement, including how long visitors to Duluth spend in the destination. The volume of visitors is based on devices from Arrivalist's panel and calibrated to be representative of the population, but is not the same as actual visitation volume.



“From the second we visited the neighborhoods of Duluth, not only did we start thinking about our next visit, we thought about what an amazing place it would be to live. Duluth’s key tourist locations are amazing - but going deep into the neighborhoods and hiking along the creeks and waterfalls and truly enjoying the nature beyond Lake Superior was such a joy. We can’t wait to come back, and we were absolutely honored to highlight some of our favorite spots we visited to my audience here in the Twin Cities and around the country.”

Jason DeRusha
WCCO-AM Host & Content Creator

EARNED MEDIA RESULTS

189

TOTAL COORDINATED
PLACEMENTS

295M

TOTAL POTENTIAL
AUDIENCE

2023 NOTABLE PLACEMENTS INCLUDE

TRAVEL+ LEISURE

LAND OF PLENTY:
5 CAN'T MISS AMERICAN ADVENTURES

Forbes

6 DOG-FRIENDLY ACTIVITIES TO
ENJOY IN DULUTH



BENTLEYVILLE COVERAGE



MUST-SEE EVENTS & ATTRACTIONS
IN DULUTH

“This stuff is always great for us. We see a boost in email sign ups and online orders when [these segments air](#), but more importantly it raises awareness of our brand and taproom, and gets us in front of new sets of eyes.”

Adam Ruhland
Wild State Cider



PROMOTION HIGHLIGHTS

TWIN CITIES LIVE & MINNESOTA LIVE

- **136** placements on KSTP and WDIO
- **2,800,655** potential audience
- **50** businesses, attractions and events featured
- **5** neighborhoods highlighted
(Canal Park, Downtown, Lakeside, Lincoln Park, West Duluth)
- Twin Cities Live reaches Twin Cities, Rochester and Duluth markets

40TH ANNUAL FIRST SHIP CONTEST

- **9,273** contest submissions (+153% vs 2022)
- **324,000** paid media impressions
- **212,486** social media impressions
- **12,856** social media engagements
- **21** earned media placements (potential audience of 24M)

“The tourism collaborative highlighted our behind-the-scenes tours and day-of-feeding experiences on [Twin Cities Live](#) as well as social media in 2023. We saw an impressive 679% increase over actual FY22 revenues from these programs...Reaching new audiences that may have never heard of the Zoo before was a crucial factor in this accomplishment.”

Haley Hedstrom
Lake Superior Zoo



WEBSITE RESULTS & METRICS

631,272

USERS

+18.87% vs 2022

1.69M

PAGEVIEWS

+22.5% vs 2022

66,773

CLICKS TO PARTNER
LODGING SITES

TOP PAGES BY PAGEVIEWS

- 341,567 Homepage
- 105,126 Live Cams
- 94,983 Events
- 75,702 Attractions
- 68,214 Event Calendar

NEW CONTENT

- 9 New Itineraries
- 39 New & Updated Blogs
- 12 Locals Profiled in *Faces of Duluth* Series
- Ongoing Business and Event Listing Additions



“Collaborating with the exceptional teams at the City of Duluth, Belmont Partners and Lawrence & Schiller has been a game-changer for my local brand, expanding its reach far beyond what I could have accomplished on my own...As a busy small business owner, the simplicity of updating them on my upcoming events with just a quick email is one of my easiest jobs each month. Their dedication to showcasing what’s happening in the area plays a pivotal role in connecting people with my events.”

Lanae Rhoads
Mix Cosmetiques



VISITOR ENGAGEMENT

EMAIL METRICS & RESULTS

11

EMAILS SENT TO
VISITOR EMAIL LIST

47,442 Total Unique Opens

38% Average Open Rate
(+18% vs Industry Average)

+25% Increase In Email
Recipient List Size

46

TOTAL EMAILS SENT TO
LOCAL INDUSTRY MEMBERS

VISITOR CENTER

19,191

VISITORS

+40% vs 2022

235

DAYS OPEN

SOCIAL MEDIA

FACEBOOK

- **85,303** followers
(+7.2% from 2022,
+17.9% since 2021)
- **375** posts
- **6,333,960** impressions
- **141,569** engagements

INSTAGRAM

- **34,009** followers
(+4.7% from 2022,
+9% since 2021)
- **279** posts
- **1,632,882** impressions
- **80,198** engagements

TIKTOK

- **1,408** followers
(+5.5% from 2022,
+14.1% since 2021)
- **5** posts
- **2,193** impressions
- **87** engagements

PINTEREST

- **583** followers
(+5.8% from 2022,
+10.8% since 2021)
- **242,000** monthly views

FAN FAVORITES

The most-liked themes
on our channels.

- SHIPPING
- HOLIDAY TRAVEL
- “UNIQUE TO DULUTH”
CONTENT

MEETINGS, EVENTS & GROUP TRAVEL

VISIT DULUTH

90
EVENTS

25,905
HOTEL ROOM
PURCHASES GENERATED

110
BOOKED EVENTS
+15 vs 2022

DULUTH ENTERTAINMENT CONVENTION CENTER

26
EVENTS
64,051 Attendees

51
CONVENTIONS
57,331 Attendees

CRUISING SEASON

11
CRUISE SHIP
ARRIVALS

4
TURNAROUND
VISITS

4,000
GUESTS



